

AMERICAN ROOFER & SIDING CONTRACTOR

**JULY
1951**

IN THIS ISSUE

Proper Hotstuff Temperature Vital

Preventing Spread of "Green River" Laws

Applications of Fabric Flashing

Improved Terne Roofing Application

Published for more than 40 Years

SOMEBODY

*is selling a lot
of roofing in 1951!*



Is it YOU?

It can be . . . easily! For, even if restrictions on credit and new home building are reducing the volume of new construction, there's still a tremendous reroofing, repair, and maintenance market in this country's millions of *old* dwellings, farm buildings and other non-residential structures.

Today, the owners of these buildings have money to spend—money that in other years might have gone for consumer goods now hard to get. These people are giving attention to their roofing needs.

Barrett can help you get in touch with them—through Barrett's powerful, full-page, full-color advertising in *The Saturday Evening Post*, its interest-compelling ads in farm and home magazines, and through its unmatched sales promotion program, which includes almost every type of successful point-of-purchase advertising.

So get in touch with Barrett today. Let your Barrett representative give you full information about the *complete* Barrett line, which includes special lock-type shingles as well as "conventional" designs—everything you need to build up profitable reroofing business.



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205 W. Wacker Drive, Chicago 6, Ill.

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3. Rx MASTICOAT FORMULA
4. KLEEN-KUT MORTAR LINES
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SIDING &
BUILDING
SPECIALTIES
MANUAL**

To be published in
September 1951

The new edition will again be the most authoritative reference work in the field. An ideal advertising medium—a valuable, usable volume.



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1951 Edition

Here are a few
Readers' comments:

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"The Bible of the Industry."

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ADDRESS.....



Roof of Ark Brothers, Inc., Kansas City bakery, was insulated with Armstrong's Corkboard in 1928. The roof is still in top-notch condition—the 23-year-old corkboard providing dependable service.

You can sell corkboard with confidence

One of the best ways to sell a corkboard roof job is to cite the performance of this rugged insulation in actual service. Hundreds of Armstrong's Corkboard roof installations that were put down over 20 years ago offer substantial proof that you can recommend—and your customers can buy—corkboard with confidence.

The roof areas of Ark Brothers, Inc., Kansas City, Mo., bakery, are further evidence of cork's durability. Put down in 1928, the corkboard is still giving dependable service today. Like all properly installed corkboard installations, it has provided outstanding insulation value and high natural resistance to moisture. In winter, it prevents condensation. This cuts down the dampness that promotes undesirable mold growth in a bakery. On this job, corkboard has not

deteriorated under the withering summer heat. It keeps the whole building more comfortable the year round.

Outstanding performance on all types of buildings helps you sell Armstrong's Corkboard with confidence. Corkboard's low thermal conductivity and high moisture resistance make it the logical choice for heavy-duty roofs. Corkboard cuts job costs because it's light in weight, yet strong and resilient. You can handle and install it easily.

Where service conditions are moderate, you can offer customers the low-cost efficiency of Armstrong's Temlok® Roof Insulation (regular or asphalt impregnated). For full details on these three efficient roof insulating materials, write Armstrong Cork Company, 6207 Concord St., Lancaster, Pennsylvania.



ARMSTRONG'S ROOF INSULATION
CORKBOARD • TEMLOK

You Profit from these Added Values- with

MUNDET CORK ROOF INSULATION

YOU select carefully when you buy products for roof construction, knowing that there are differences in grades and values that affect cost and determine service performance.

Cork, likewise, has differences in grades and values. Because these may not be readily apparent to the buyer, it pays to buy from a known and responsible manufacturing source.

You get cork at its best when you buy Mundet Cork Roof Insulation. It is manufactured domestically, by the steam bake method—a process that offers these money-saving advantages:

- ... greater structural strength.
(the cork is uniformly baked
for maximum stability)
- ... lower "K" factor.
(this means **HIGH** insulating value)
- ... lighter weight.

Mundet Cork Roof Insulation is available not only in size 12" x 36", but also in two additional sizes: 18" x 36" and 24" x 36". This range of choice permits greater economy in laying. Mundet makes cork cant strips in required sizes and angles.

Estimates and services are provided promptly thru Mundet branch offices. Call on us now. Mundet Cork Corporation, Insulation Division, 7101 Tonnelles Ave., North Bergen, N. J.

**Mundet district offices are located
in these cities:**

ATLANTA
339-41 Elisabeth Street, N.E.

BOSTON
57 Regent St., North Cambridge 40

CHICAGO 16
2601 Cottage Grove Avenue

CINCINNATI 2
427 West 4th Street

DALLAS 1
505 Southland Life Annex

DETROIT 21
14401 Prairie Street

HOUSTON 1
Commerce and Palmer Streets

JACKSONVILLE 6, FLA.
800 E. Bay St.

KANSAS CITY 7, MO.
1428 St. Louis Avenue

LOS ANGELES
(Maywood)
6116 Walker Avenue

NEW ORLEANS 16
315-25 N. Front Street

PHILADELPHIA 39
856 N. 48th Street

ST. LOUIS 4
2415 South Third Street

SAN FRANCISCO 7
440 Brannan Street

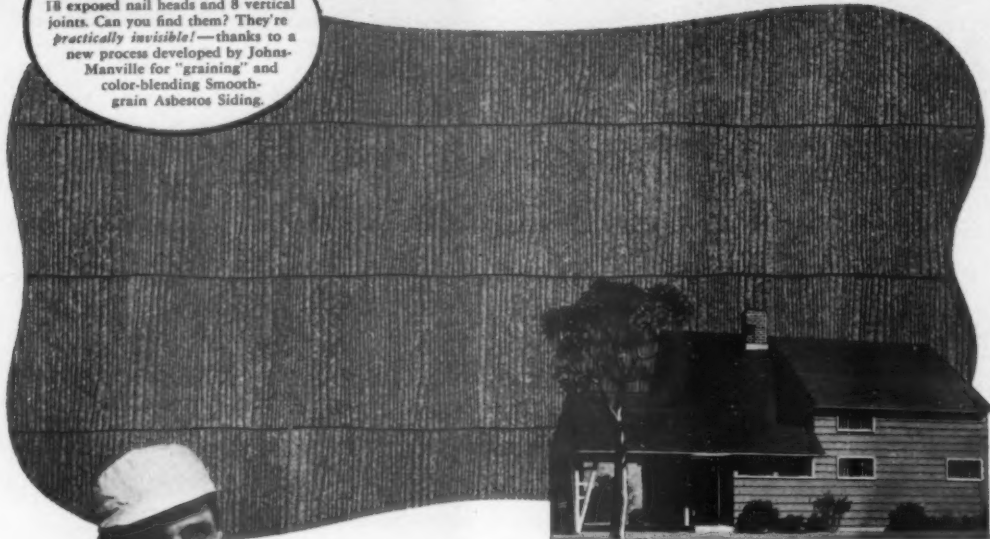
In Canada:
Mundet Cork & Insulation, Ltd.
35 Booth Avenue, Toronto

Write us for name of our nearest
representative if there is no Mundet
office in your city.

MUNDET CORK • ROOF INSULATION •

*Where are the nails?
Where are the joints?*

In this unretouched photograph of Smoothgrain Asbestos Siding Shingles, there are 18 exposed nail heads and 8 vertical joints. Can you find them? They're practically invisible!—thanks to a new process developed by Johns-Manville for "graining" and color-blending Smoothgrain Asbestos Siding.



*Beautiful Smoothgrain
Asbestos Siding Shingles*

The "grain" is so striking in appearance . . . and the color-blended texture so harmonious throughout the entire job . . . that the nail heads and vertical joints between shingles seem to disappear.

Easier to cut . . . cleaner edges . . . less waste!

Faster, better installation is a plus advantage you get with Johns-Manville Smoothgrain Asbestos Siding.

That's because the surface of this newly-improved siding is *smooth*, not grooved. With the cutter always working against a smooth surface, the cut edges are clean and sharp. There's no chipping to cause spoilage or mar appearance. Also, the siding is *stronger* because it has the same cross section throughout.

It *resists* soiling better, too, because it has no grooves, no raised texture to catch the dirt. The "grain" is not produced by any grooving of the shingle; it is *built-in*

by means of ceramic granules, deeply embedded into a sparkling white background. The striking appearance is always the same from any angle you look!

Smoothgrain Asbestos Siding comes in an outstanding variety of beautiful Permatone colors, including Heather Green, Autumn Brown, the warmly rich and practical Weathered Gray, and the ever-popular Silver Gray which goes well with any color scheme. For full-color brochure, write Johns-Manville, Box 290, N. Y. 16, N. Y.

Johns-Manville



AMERICAN ROOFER

and SIDING CONTRACTOR

JULY

1951

Contractors can prevent further Spread of "Green River" laws

DOOR-TO-DOOR canvassing by roofing and siding salesmen may be considerably cut down at great business loss during the next few years by a recent Supreme Court decision. Early in June the highest court upheld a "Green River" ordinance which involved a law passed at Alexandria, Louisiana, designed to keep salesmen from calling on homes without first getting permission from the householders themselves.

The name "Green River" ordinance is given to such laws because years ago the first such legislation was passed at Green River, Wyoming. According to the New York Times, about 400 communities have such laws at present, although many of them do not enforce them because the procedures which they were designed to prevent are now non-existent.

The reasons for the passage of such ordinances are based on the number of gyp peddlers and racket deals offered by unscrupulous canvassers.

Roofing and siding contractors have been familiar for years with the "model home rackets" and other roofing and

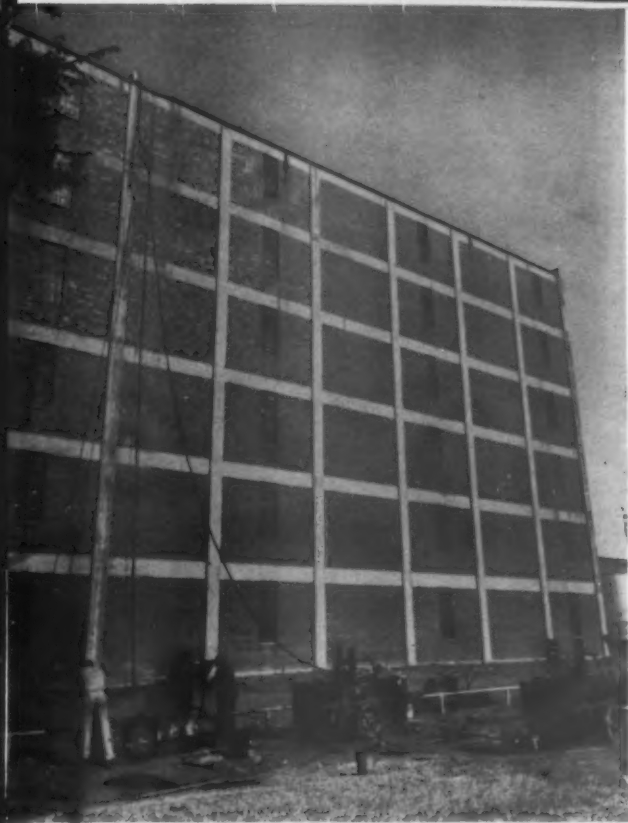
siding rackets practiced by fly-by-night competitors. Cooperation with the Better Business Bureaus in the areas such rackets have broken out have resulted in upholding the good reputations of contractor salesmen generally. In cooperation with the Better Business Bureau and Associations, successful

prosecutions of such "within the law" operators have done much to maintain the confidence of the home owning public. However, the Green River decision is cause for considerable worry since other communities may take it

(Continued on Page 33)



The recent U.S. Supreme Court o.k. of local "Green River" ordinances can end doorbell pushing all over the country if other communities follow suit. Prompt cooperation with civic groups can save the day.



Proper hotstuff Vital to profitable

By E. K. HOLLISTER
Tuttle Roofing Company, Inc.

IMPROPER temperature controls of hot stuff all too often appears as one of our prime contributors to high costs; costs that seriously cut into our profits, as we discover so often, when we figure our completed job.

This increased cost reveals itself in two ways: 1st, increased labor costs and 2nd, loss of business because of unsatisfactory lasting qualities of our finished product. This second loss is a cost factor which only each one of us can estimate, and at best be a rough guess, but a cost nevertheless.

I should like to discuss with you each of these two phases of our operations in some detail, bringing out what some of the causes are; what some of the results usually are; and with each, some of the things that can be done to control or minimize these unnecessary wastes.

In general, I believe that by reasonable care and by some simple improvements in methods, substantial savings can be affected with consequent high profits. In addition, some criticism now directed at us by customers

because of so-called poor workmanship can be eliminated and the general reputation of the trade enhanced.

First then, as to high labor costs due to improper temperature controls: We know that overheated hot stuff will burn off certain oils essential to pitch and asphalt. With these oils evaporated, the material disintegrates and we soon have a layer of black, wet pulp instead of a good watertight job.

These will be our headaches if our materials are overheated. Our jobs and our reputations again can also suffer if we do not apply the pitch or asphalt hot enough. In this case, our work undoubtedly will be watertight because we will have an overabundance of materials but now the materials begin to creep in warm weather, drains clog up, drippings appear over the side of walls, etc. and an excessive pull of all materials will start and in some cases cause dislodgement resulting in leaks. Also membranes carried through exposed walls will compress with weight, causing settlement.

It appears to me, therefore, that in order to carry out the Architects' and Engineers' intent, we must heat our materials to the prescribed temperatures to fulfill our obligations of a contract. That is one of the responsibilities of a conscientious contractor. If we want to build a reputation for good workmanship this information has to be passed on to our men and then we must see to it that they adhere to their instructions.

A lot of men these days may not have a too thorough knowledge of the correct temperature for application and so a little more enlightenment on the discomforts to them when using overheated or underheated "hot stuff" might prove profitable in dollars and cents not only to you but to them also and thereby give an added incentive to controlling the temperatures. I have never found a roofer who is really making an effort to meet his responsibilities who would relish a compensation check in place of his pay envelope. He would rather keep working and welcome any safety methods you are willing to provide for him.

We have all seen and many of us have experienced the painful burns of face, eyes, neck, etc. resulting from contact with fumes from overheated pitch. Sometimes a man is forced to stay home two, three and more days because of the agony he is enduring. This obviously is costly to the mechanic

temperature operation



as well as costly to the contractor and particularly when he is a key man. Replacements on a job that is underway have to learn the "ropes" and thereby, are wasteful of time until they learn their way around. They may be taken from another gang and thus handicap that gang, adding to their cost, or if no replacements can be made because of lack of notice or shortage of men, handicap the first job and cause its costs to rise.

Where a large force is at work on one job and the pitch is pouring off that yellow fume we know as the sign of overheated stuff, and which does damage so quickly to the human body, a steady stream of men might very well be going to the field hospital or nearby doctors for temporary treatment, and on your time. Analyze this cost then, per man, per minute, and multiply the total number of minutes consumed and you will find a tidy

little sum that could have been saved if these burns were avoided by maintaining the correct temperature. If we could also calculate the loss of efficiency of these men upon their return to the job after treatment, notice how they will go out of their way to avoid further contact with the fumes, we would have to add quite a bit more to the above sum.

Another item of unnecessary cost will be found in mops burning up in half the time that they should last, thereby necessitating more "time out" by two men while a new mop is being made, with probably the remainder of the gang marking time or just puttering around while this is being done. Then too, we have the over-consumption of fuel which is unnecessary and costly as is the mop yarn burned up. Both of these items run into three

figures before we know it, with the present-day costs.

We also have seen kettles burst into flame when overheated and all have experienced some harrowing moments while these fires have raged and then felt the impact of the cost of damage when it is finally computed. A lot of you here, undoubtedly, have either experienced the high cost of these fire damages or have heard about them; have noted the cessation of operations while this fire was brought under control and therefore can appreciate the resulting lost time; and have experienced the adverse publicity from

(Continued on Page 30)

Mr. Hollister's article is presented here through the courtesy of Nersica. It was presented at the Ninth Annual Convention this Spring, as a featured section of the Built-Up Roofing Forum.

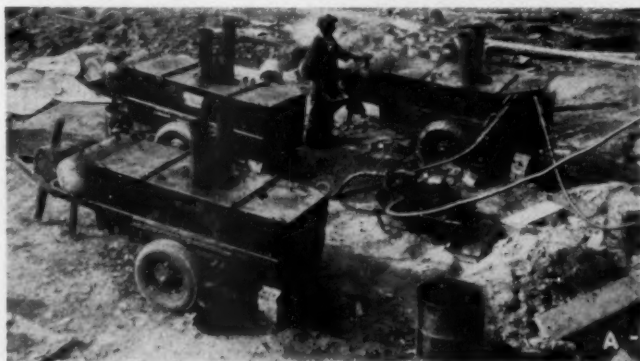
Opinions in this article are those of Mr. Hollister. They don't necessarily represent views of this magazine.

Scene (top, opposite page) during re-roofing of the Old Quaker Distillery building at Lawrenceburg, Ind., where hotstuff was pumped up six stories to the roof.

Photo at top of this page shows the roof end of the hotstuff hoses. The mechanic is filling buckets from one of the hoses. Proper temperature of the hotstuff can cut labor and repair costs considerably.

At the right is a close-up of the ground end of the operation. One pump kept the hotstuff moving from three kettles.

(Photos courtesy Littleford Bros., Inc., and Cleasby-Wittig Co., Inc.)





Franklin Sheble II, President of Germantown Roofing & Insulation Co., shown in center of photo with top coat and hat, stands in front of his Germantown Roofing & Insulation Co., Inc., headquarters. Note characteristic natural stone siding familiar to this area of Pennsylvania. Besides the two huge insulation vans there are several roofing and repair trucks to be seen.

Tough insulation jobs Are this company's meat

GERMANTOWN Roofing & Insulation Co., Inc., has earned a reputation throughout the Philadelphia metropolitan area for taking on hard-to-do insulation jobs and then doing them successfully.

Most recent feather in their cap was a job they did for The Philip Carey Mfg. Company. Carey was building a new, multi-million dollar plant in Plymouth Meeting, Pa., for manufacturing magnesia pipe covering by the new extruded method. The company was planning to cover their new ovens with 8" by 16" tile and wanted these tile insulated with 6" of wool.

Franklin Sheble, II, President of Germantown Roofing & Insulation Co., studied the problem and then conquered it by placing four rows of tile on top of each other and then inserting the hose down to the bottom tile. The wool was blown with about 8 lbs. pressure and as each tile filled with wool the hose was raised. Upon completion the pressure of the wool kept it in the fire-glazed hollow tile and they could be laid around the oven with ease. The total job ran about 4,000 sq. ft. six inches thick and if it has been done before at least neither Sheble nor Carey knew about it for Sheble had only the trial and error method as a guide.

Two other tough jobs came along last year. The company did the two

By **WILLIAM E. SHEPPARD**
Special Correspondent

largest apartment houses built in the Philadelphia area in 1949: Latches Lane Apt. in Cynwid and Pelham Court in Mt. Airy. Both were nine story buildings and both ran about 20,000 ft. As the company's hose wouldn't reach to the top floor and permit blowing over the flat area, Sheble had his men use their hose from the truck up to the ninth floor and then put on galvanized rain spout. At the farthest point 500 ft. of hose was used and 300 ft. of rain spout. At the end of the rain spout hose was used to permit easy application. The blower which does their normal home work was used and the whole job went swiftly and easily.

"Big Name" Jobs

Besides difficult insulation work, Germantown Roofing & Insulation Co. seems to go in for "big name" jobs with their list of customers reading like a "Who's Who" of Philadelphia. They insulated the home of Harold Stassen after he became President of the University of Pennsylvania. They've done insulation and roofing work for John J. Pew, Jr. of the Sun Shipbuilding Co.

Such famous Philadelphia names as Caleb F. Fox, Thomas Wriggins, Graeme Wood, the President of Wawa Dairies, the estate and 10 cottages for Harrison Smith, C. Harry Johnson and many other luminaries have called on Sheble's company.

Well known business concerns have also been customers. The firm re-roofed all the buildings at North American Smelting Co. for a job cost of over \$8,000. The bill for work done for the Atlantic Refining Company exceeded \$6,000 when a smooth surface slag and asphalt roof was applied there. Three buildings at famous Girard College went for a price of over \$8,000—the company's largest single insulation contract. Haverford College, Patterson Parchment Paper Co., Huntingdon Valley Country Club and the Phoenixville Hospital have been insulated by the company.

Many of these jobs presented headaches but there have been amusing incidents too. One that the old employees look back on with a smile happened when the company was re-roofing an old crematorium. It was a \$4,500 job calling for a 16 oz. copper roof to replace the old copper roof which had lasted 55 years. The job entailed the removal of several cupolas and as one was being removed by a workman, the

(Continued on Page 28)

FABRIC flashings have proven of very great value in recent years for both above grade and below grade work. The membrane system is also highly successful in waterproofing against hydrostatic head. It is usually specified on below grade building foundations, bridges, viaducts, pump wells, swimming pools (both indoors and outdoors), retaining walls, tunnels, shower rooms and wherever construction is exposed to water pressure.

The membrane system of waterproofing consists of a highly refined and very ductile asphalt, reinforced and held in place by a strong elastic interlocking membrane made of cotton cloth saturated with asphalt. The open mesh construction of the fabric allows the surface coating to penetrate through and interlock, thereby providing a firm mechanical bond between coatings and insuring long life of the application. This strong elastic interlocking system is very pliable and prevents rupture due to expansion and contraction of the applied surfaces.

The saturated fabric will unroll easily at all temperatures, which is a decisive factor in keeping labor costs to a minimum.

Directions for Application

The surface to which waterproofing is to be applied shall be smooth, dry and free from timbers, rubbish and debris of all kinds. Before placing any waterproofing the surface shall be swept clean of all dust and loose dirt.

In all cases the waterproofing shall be begun at the low point of the surface to be waterproofed so that the water will run over and not against the laps.

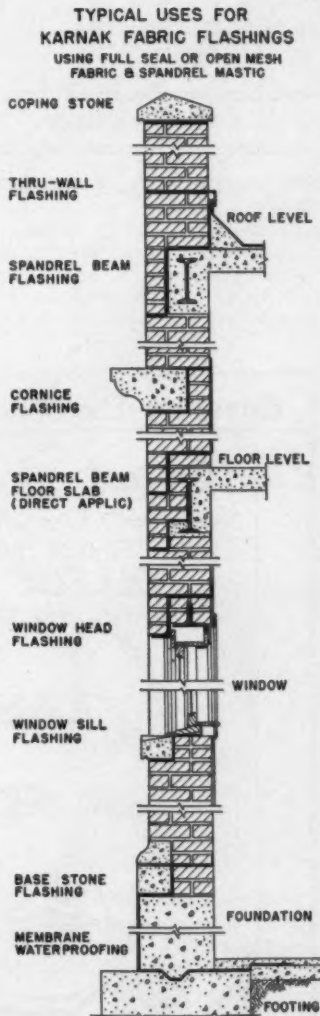
Unless directed by the engineers no waterproofing shall be placed when the temperature is below 32 degrees Fahrenheit.

Melting The Asphalt

Melt the asphalt in an asphalt kettle, heating it not to exceed 350 degrees Fahrenheit, with frequent stirring to avoid local overheating. Mop a section of the surface to be waterproofed 20 inches wide with the hot asphalt, and immediately lay into it while still hot a half strip of fabric, pressing it well into place to eliminate all air bubbles and to obtain close conformity with the surface.

Then mop with hot asphalt this

Some applications Of fabric flashing



(From Data Supplied by Lewis
Asphalt Engineering Corporation)

strip of fabric, and an adjacent 20-inch strip of the surface to be waterproofed.

Into this mopping lay a full width of the fabric, completely covering the first strip, pressing it into place as before.

A third strip of cloth shall then be shingled on, lapping the first strip 2 inches, the surface of both fabric and concrete to be covered having first been thoroughly mopped with hot asphalt.

Continue Process

This process shall be continued until the surface is covered, each strip of cloth lapping two inches over the last strip. This gives a two-inch safety lap and insures two-ply at every point.

The entire exposed surface of cloth shall then be given a final heavy mopping of hot asphalt.

All work shall be so regulated that at the close of a day's work all cloth that is laid shall have received the final moppings of asphalt.

The mopping in all cases shall be thorough; that on the concrete covering the surface so that no gray spots will appear; that on the cloth being sufficiently heavy to conceal the weave completely.

On horizontal work, not less than 12 gallons of asphalt and on vertical work, not less than 14 gallons shall be used for each 100 square feet of finished work.

Special care shall be taken at all laps to see that they are carefully and thoroughly sealed down. Butt or end laps shall not be less than 12 inches.

Where waterproofing is punctured by drains, pipes, etc., suitable provisions shall be made to prevent water getting behind the waterproofing and between it and the surface waterproofed.

The masons laying the protection coat shall follow the waterproofing closely so that it will not be exposed without protection for more than 24 hours.

"DO'S" and "DON'TS" for the Roofing and siding salesman

Part II—The 10 "Don'ts"

LAST month I discussed the ten "Do's" which have kept one salesman in the \$15,000 a year class for many years.

Summed up, they are:

1. Canvass tirelessly.
2. Canvass only for an appointment.
3. Be aggressive with a smile.
4. Use the "Golden Hour" of canvassing—five to six in the afternoon—for "not-homes."
5. See the best leads first in the evening.
6. Set the stage for the demonstration.
7. Be enthusiastic.
8. Save strong points for the close.
9. Use movement and stories in the demonstration.
10. Give every appearance of being a successful salesman.

Just as there are some things to do to be a successful canvasser and salesman, just so there are some things not to do.

Here are that star salesman's ten "don'ts."

1. *DON'T* take a woman's "Not interested" as final. Of course, when I ring the doorbell and interrupt her work, she's not going to greet me with open arms. After all, let's face it: who do I sell most of my roofing and siding to? To people who are employed, who own their own homes and who don't want to buy roofing and siding. I'm there to change their minds through selling. That's why I'm paid a good commission. That's why I'm a salesman, not an undertaker.

2. *DON'T* pass a house or building by. Did you ever see a new roof going on a house that you passed by because

you thought the occupants needed new shoes more? I have. That's why I hit them all now. I don't try to judge a book by its cover. I ring that bell and find out.

3. *DON'T* miss calling back on "not homes." The "not homes" may be hard

for every salesman to see. If I can get to them, I know that it will be easier for me. That makes it worth the extra trouble.

4. *DON'T* make a demonstration unless all interested persons are present. I'm the best salesman for my products. I can't rely on somebody else telling an absent member of the family what I said. I'll be better off to come back some other time rather than tell my story when someone who helps make the buying decision is not there.

5. *DON'T* give the sale price unless I'm asked what it is. Until I'm asked the price, I know that my sales story hasn't been persuasive enough to cause them to want to find out what I have to sell will cost.

6. *DON'T* give a demonstration with the idea that I'll ever be back in that house again. I should tell my story with the thought that this is my one and only chance to get the order. I should drive to a successful conclusion then and there. They'll never be more enthusiastic than when I'm talking to

(Continued on Page 25)

By BILL EDWARDS

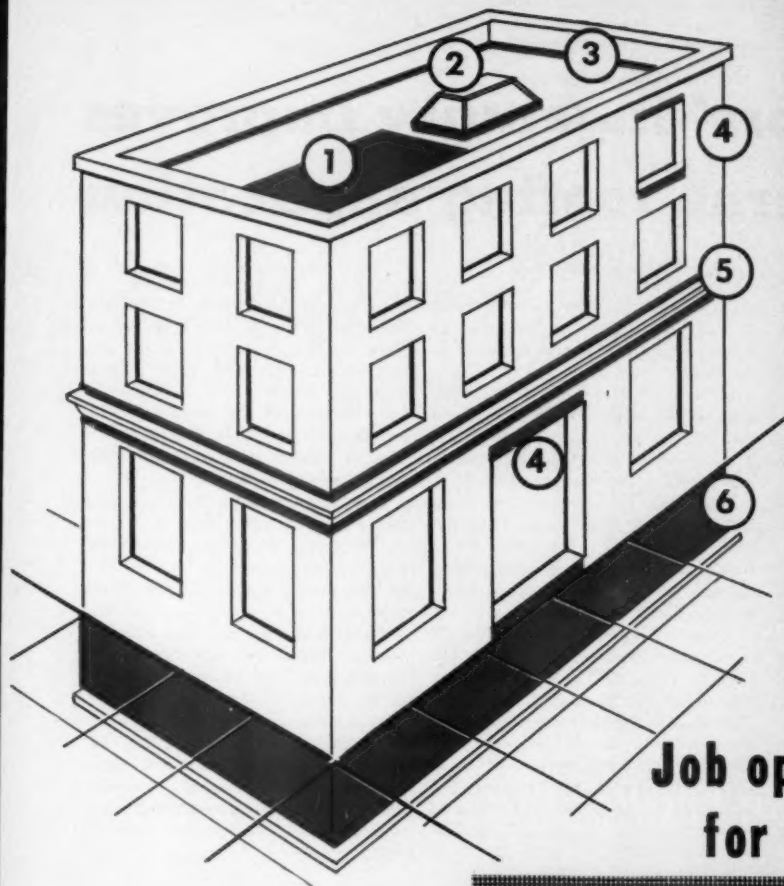
Covering The World . . .

**TRAJAN.... ROMAN EMPEROR...
WAS SO FASCINATED BY ROOFING
CRAFTSMEN THAT HE ESTABLISHED
"A COLLEGE" FOR STUDENTS OF
ROOFING IN ROME!**



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- 2 Skylight flashing
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- 4 Window and Door flashing
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- Caulking Compounds
- Asphalt Paint
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- Tile Cement
- Mastic Flooring
- Aluminum Roof Coating
- Wood Block Mastic

KARNAK roofing and waterproofing FABRIC

There's more profit for you in finest-quality Karnak membrane fabric. Karnak fabric applies smoothly, easily. Surfaces should first be thoroughly cleaned, then coated with Karnak asphalt roof coating into which is rolled the fabric. A covering coat of roof coating or Karnak cement completes the operation.

LEWIS

ASPHALT ENGINEERING CORPORATION

Manufacturers of Asphalt Specialties for 25 Years



34 CHURCH STREET
NEW YORK 7, N. Y.

Contractors' ingenuity improves Terne roofing application

SOME time ago the Follansbee Steel Company in its house organ "Terne Topics" pointed out that its Terne Metal Roofing is now back on the market after a ten years' absence. For 20 years practically nothing had been published on methods of installing Terne roofs. They, therefore, published diagrams of different types of installations which they had been able to dig out of standard handbooks for sheet metal workers and some of the other sources. They then asked various roofing contractors whether in their experience they had learned of new and better ways to install these various applications. Shortly thereafter several roofers pointed out that there were somewhat better methods than some of the methods portrayed.

The late Mr. H. A. Daniel of Atlas Roofing Company, Newburgh, New York, said, "In the first place the methods shown do not provide substantial fastenings, and in the second

place it would require a contortionist to nail those cleats in place and an expert magician to fasten the terne to the cleats."

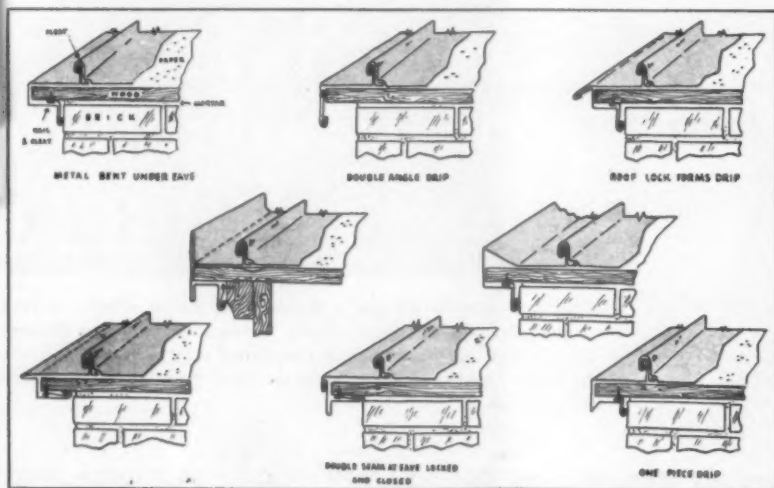
In his work Mr. Daniel used a lock strip, shaped on the job (Fig. 1) or on the cornice brake in his shop (Fig. 2). The roof metal is extended so that it can be bent around the upper flange of the lock strip. The seam so formed then is bent down at a 45° angle (Fig. 3), or an angle of 90°. The upper flange should be 1/2-in. wide so as to protect the nails when turned down, as shown in Figs. 3 and 4.

A method for roof edge finishing of terne metal practiced by Wilbur E. Ferrall, Tiffin, O., is similar except that he prefers a straight drip edge. This should be wide enough to permit water to drop harmlessly away. Too narrow a strip will permit water to siphon back under the sheathing. An acceptable finish of one type followed by Mr. Ferrall is shown in Fig. 5. The

best type of finish, however, in Mr. Ferrall's opinion is shown in Fig. 6. Note that there is a bead at the bottom edge and that the upper part is made long enough to extend beyond the full thickness of the sheathing, thus completely covering the nail head. The edge is painted with red lead before being malletted down.

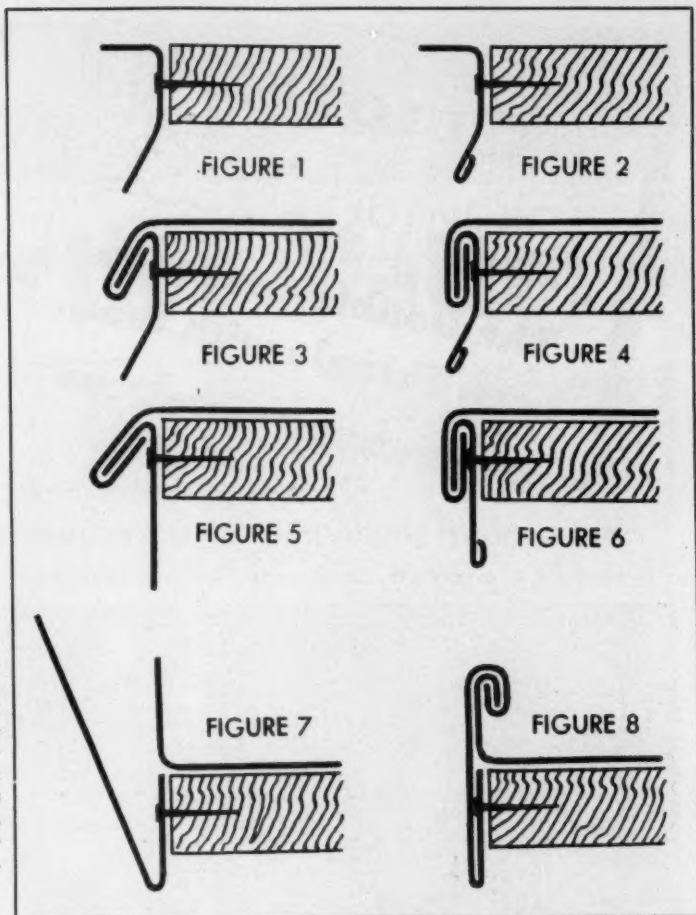
The last suggestion for finishing a roof edge is made by John F. Wilde, of Metform Company, Norristown, Pa., who follows the procedures shown in Figs. 7 and 8 where drip from the edge of the roof is to be avoided. He starts with an edge strip bent as shown in Fig. 7, folds it up to completely cover the nail head, then joins it to the terne of the roof (Fig. 8) so as to form a standard standing seam.

All three men, each with long experience in roofing and sheet metal working, unite in stating: "Properly installed, terne roofing should never show an exposed nail head."



At left are shown various methods of finishing roof edges for terne metal roofing as shown in the house organ "Terne Topics". These were worked up as examples of possible ways of doing terne roofing edges. Several sheet metal contractors showed up with considerably improved methods, described in these pages.

The figures at right represent various improved methods of finishing roof edges as described by roofers Daniel, Ferrall and Wilde, long time practitioners of the sheet metal craft.



The manufacturers of Terne Roofing are very interested in other shortcuts for applying Terne Sheet Metal Roofing. They have requested that practical roofers who have ideas on the subject send their comments and revisions in to them. If, after study of the Follansbee Company's diagram, roofers feel they have some comments to offer, AMERICAN ROOFER AND SIDING CONTRACTOR will be glad to forward them.

Color blending of terne roof and Sidewalls makes home attractive

An unusually fine example of the modern ranch-type house is to be found in the recently completed home of Mr. and Mrs. C. J. Woodward, Canfield, Ohio. The four components which are most necessary for the success of the contemporary ranch-type house are incorporated in the Woodward home, together with a fifth—terne metal roofing—according to the G. F. Howard Construction Company of Canfield, the builder.

The contractor listed the four necessary elements for the modern ranch-type house to be:

1. Its location. The Woodward

home, as can be seen from this picture, seems to "grow" out of its site, with the tree mass providing an impressive background. The grounds had not been landscaped when this picture was taken.

2. The basementless construction of ranch-type homes necessitates a heating system that will insure comfort to the occupants. Radiant heating has been installed in the Woodward home.

3. Completely modern, built-in conveniences for the housewife also must be provided. The Woodward home is known in Canfield as the "all electric

house." Since Mr. Woodward is manager of the local house of General Electric Supply Corporation, the reason for the title can easily be guessed.

4. Color blending of the roof with the sidewalls of the house. The Woodwards have chosen an unusual color scheme which blends perfectly with the surroundings. The walls are chartreuse, while the standing seam terne metal roof is painted a doughnut brown.

Builders have been forced to revise much of their thinking about roofing materials where the modern ranch-

(Continued on Page 32)

CELOTEX
REG. U. S. PAT. OFF.
Sta-Lock
TRADEMARK

**- The Double-Coverage
 Lock Shingle with the...**

**plus exclusive new
 Harmonized Blends and Colors keyed to
 today's proved consumer preferences!**

Compare Celotex Sta-Lock Shingles with any other lock shingle on the market. You'll agree no other combines so many sales-clinching features!

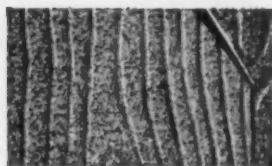
Only Sta-Lock Shingles have the exclusive Celotex interlocking design which assures **DOUBLE COVERAGE** over 100% of the roof, plus **TRIPLE COVERAGE** over 42% ... permits each shingle to be secured to the roof or adjacent shingles at 8 separate points ... provides extra wind protection ... prevents shingle "blowups"!

Only Sta-Lock Shingles feature the new **lighter Celotex blends** specifically styled to meet today's proved consumer preferences in color, plus a distinctive new pattern and deep-grained texture that create a roof of unusual beauty and character.

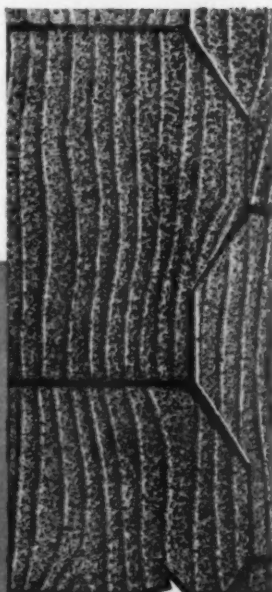
Only Sta-Lock Shingles have extra weather protection, extra years of dependable service built in by the exclusive Celotex Triple-Sealed Process.

That's why you sell more roofing jobs, *faster* when you feature Celotex Sta-Lock Shingles.

Mail coupon at right today for full information, plus samples and a convincing new demonstration kit.



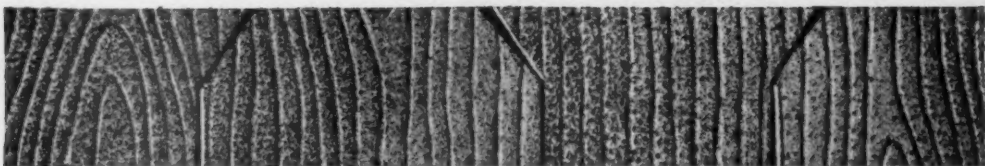
New



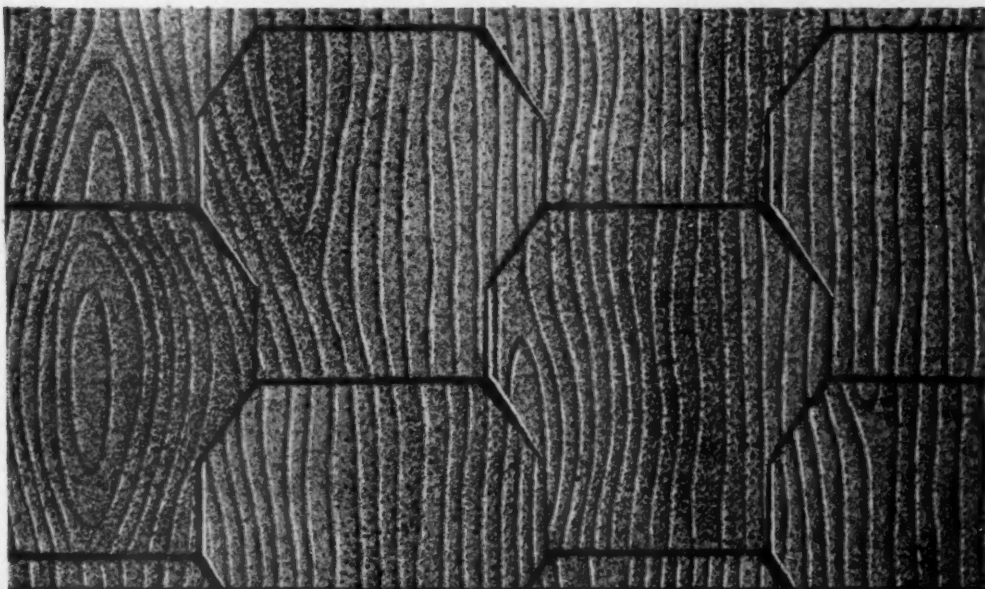
A "BEST SELLER" AMONG THE POPULAR
 NEW **LIGHTER** CELOTEX BLENDS...

Pacific Grey Blend

Even modern color printing cannot fully reproduce the unusual beauty of this new Celotex blend. You must see it to know how distinctive it really is. And it's typical of the fast-selling new Harmonized Blends and Colors now available in Celotex Sta-Lock Shingles. Others are Terra Cotta Red Blend, Cedar Green Blend, Mediterranean Blue Blend and Evergreen. To see samples, mail coupon at right today!



Distinctive Pattern



Let the name **CELOTEX** make
your selling job easier!

Over a quarter century of advertising leadership has established the CELOTEX brand name in every community... has created widespread consumer demand for Celotex Building Products.

And this demand promises to grow even greater in 1951, thanks to full-page Celotex advertisements

reaching millions of home owners in the SATURDAY EVENING POST, BETTER HOMES AND GARDENS, and other popular national magazines all through the year. These hard-selling ads will feature Celotex Triple-Sealed Asphalt Shingles, as well as other famous Celotex products.

In this way, Celotex national advertising builds confidence... pre-sells your prospects... makes your selling job easier!

To sell more roofing, faster... feature

CELOTEX

REG. U. S. PAT. OFF.

TRIPLE-SEALED ASPHALT SHINGLES

The Celotex Corporation, Chicago 3, Illinois

MAIL THIS COUPON TODAY!

The Celotex Corporation, Dept. AR-71
120 So. LaSalle St., Chicago 3, Ill.

I would like to see samples of the new Harmonized Blends and Colors available in Celotex Sta-Lock Shingles, plus the unique Sta-Lock Demonstration Kit.

Name

Address

City Zone State

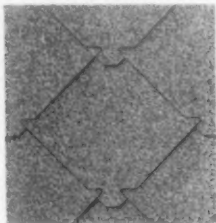
WHAT'S NEW?

EQUIPMENT—BOOKLETS—PRACTICE—MATERIALS

Locking Re-Roof Shingle

A newly designed lock-type 140 lb. re-roofing shingle is announced by The Celotex Corporation.

Names "Sta-Tite," these economical, self-aligning asphalt shingles go on quickly and smoothly over old roofs. Only two nails are required for each shingle and no stapling is necessary. Their self-locking feature guards against wind damage.



Sta-Tites are available in Evergreen, Cedar Green Blend, Mediterranean Blue Blend and Terra Cotta Red Blend, all exclusive colors with Celotex.

Shake Siding Booklet

In keeping with its theme, "Woods Preserved in Color," the Olympic Stained Products Company has prepared a color-filled, 16 page booklet entitled "Olympic Home Planning Ideas."

Designed as a dealer give-away, the booklet presents helpful hints for building, remodeling and redecorating with Olympic products. Included are a number of interesting, modern, small home floor plans supplemented with color photographs of the completed homes.

Another section shows "before and after" photographs of older homes emphasizing that dated homes can be "renewed" without structural changes, a powerful argument for colorful, pre-stained Olympic "Perfect-Fit" Shakes.

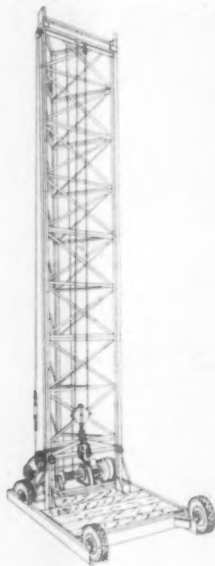
Replete with a plentiful supply of photographs and drawings, the booklet contains detailed discussions of each of Olympic's products with appropriate suggestions on "how to use it" and "why."

The manufacturer makes pointed reference to the fact that all Olympic products are pre-stained at the factory . . . dip-stained, in fact . . . so that there is deep penetration of the stain on both front and back of each piece of the base wood, red cedar.

The reasons set forth are these: first, such procedure assures the home owner that he has a coat of stain impossible to achieve with brush application and second, the original color is easily re-newed with a brush coat of stain at a later date . . . four or five years.

Portable Elevator

A new Waco Portable Elevator has been announced by the Wilson-Albrecht Co., Inc. as an addition to its line of steel scaffolding and hoisting towers. The new elevator features a rigid triangular tower and automatic



reverse control. No operator is required. It can be powered by either gasoline or electricity. It is designed to support its entire load on its four rubber tire wheels.

Asbestos-Cement Siding

A new type of asbestos-cement siding, designed to add to the exterior beauty of homes through modern color styling, has been introduced by The Ruberoid Co.

The new product, known as Color-Grained Asbestos Cement Siding, differs from ordinary forms of colored asbestos siding in that the general appearance of an outside wall is brightened and enlivened by a pleasing interplay of light and shadow. This effect has been achieved, according to the announcement, through the development by the Ruberoid research organization of a unique manufacturing process which creates an ac-

centuated wood-grain texture that catches the light from differing angles and thus results in soft modulations of the basic color.

The new material, which is adapted to home modernization as well as new construction, is presently available in four warm color tones—Rustin Brown, Birch Gray, Moss Green and Mission Ivory.

In developing the product, it was stated, Ruberoid was actuated by the growing popular demand for greater harmony in home decoration—a demand calling for a fireproof, long-lasting exterior material that will blend tastefully with different interior color schemes, and thus add the charm of distinctive personality to the house as a whole.

Asphalt Shingle Tab Cement

For use with asphalt roof shingles, Johns-Manville has just announced a new product known as "J-M Shingle Tab Cement."



It has been specially formulated to be quick-setting. The result is a cement that immediately produces a tacky adherence to both the under and over-lapping shingle surfaces. Also, it cuts off "short" and does not ooze out at the shingle butt as the mechanic works. This eliminates any danger of smearing the exposed roof area.

The new cement is black in color, comes in metal-spouted 1/10 gallon cartridges packed 24 to the carton.

Anti-Rust Paint

PCA-100, a new penetrating and sealing anti-rust paint which can be applied right over rusted surfaces, is announced by the Paint Corporation of America.

Suitable for both interior and exterior use, the new paint is reputed to be equally effective in preventing rust on new metal or stopping rust action on present rusted metal. The manufacturer advises that PCA-100 can be applied right over rust without extensive surface preparation such as wire brushing, scraping or sand blasting. Upon application, it penetrates through the rust layer into the base metal and seals the surface against further rusting. The paint is suitable for either brush or spray application.

PCA-100 is furnished in black only and, due to its penetrating characteristics, should

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

be used solely as a "finish" coat. A companion product, PCA-101, is a clear paint, equally effective for rust prevention, and can be painted over with any standard paint of any color.

* * *

New Siding Design

A new idea in siding design has been developed by the Mastic Asphalt Corporation, manufacturers of Insebric Products, which, as a time, labor and material saver, will permit siding dealers to earn more per siding job.

"Reversible 7"—with Thatch Design" is a new panel in the Insebric line, engineered by Mastic to eliminate wasted motion, to prevent loss of material and to save excessive costly time. This specifically applies to gable application. Before this reversible idea was conceived, applicators, working on wood design insulating sidings, had to work from left to right. When they reached the end of the course, the piece of the panel, which extended beyond the building gable, was cut and thrown away. The mechanic then had to dismount his ladder and move it to the left of the building, to start once again the next course.

This new "reversible" feature permits application from right to left, as well as from left to right. In addition, the piece of extended panel, which is cut away at the end of the course, can now be reversed to start the new line of application. All of this means that a mechanic does not have to waste time and motion getting off his ladder and moving

(Continued on Page 32)

Advisory Committee On Modular Coordination

An industry advisory committee has been formed by the Housing and Home Finance Agency to assist the development of the program of research on modular coordination in housing construction now going forward under the supervision of the HHFA's Division of Housing Research. This research aims at the added efficiency and economies attainable through adoption of a standard unit of measurement in housing materials and housing design.

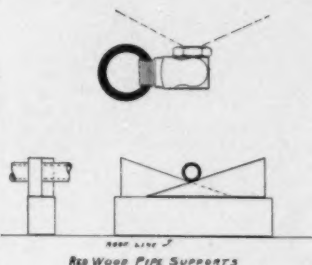
In announcing formation of the Advisory Committee on Modular Coordination, Administrator Raymond M. Foley of the HHFA said that its advice would be sought first on work under way which includes a project aimed at the development of "A Guide for the Dimensional Standardization of Building Elements and Components Based on the Four-Inch Module." This project will be handled for the HHFA under contract by the Illinois Institute of Technology, Chicago, Ill.

Watco Roof Cooling Systems

Is your Company interested in improving plant working conditions? If so, investigate the WATCO Roof Cooling System. It not only will reduce factory temperature up to 20° but it also will increase the life of the roofing by stopping the sun's rays from driving out the volatile oils. **Roofing Contractors: WATCO Roof Cooling System means added volume for you.**

Our Wide Angle Roof Cooling Nozzles have no internal vanes to cause clogging or movable parts to wear out. No service problems.

The feed pipes are supported on our Special Redwood supports, which are stable and do not have to be bolted or nailed to roof.



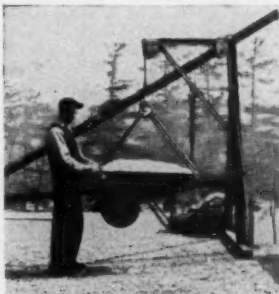
Water consumption only about one gallon per minute for each 200 sq. ft. of roof. Due to non-clogging features of nozzles the cooling water may be collected and reused.

For more details on WATCO Roof Cooling Systems, write to Dept. H and ask for Bulletin No. 20.

WATER COOLING CORPORATION

71 Nassau Street, New York 38, N. Y.

COrtlandt 7-2295



CLIFFORD SWINGING DERRICKS

Get the load onto the roof deck instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.

BEACON SALES COMPANY
12 WATER STREET
CHARLESTOWN, MASS.

NEWS OF THE MONTH

ASSOCIATIONS ♦ COMPANIES ♦ PERSONALITIES ♦ GOVERNMENT

Koppers Fontana Plant to Give West Coast Source of Pitch

Greatly increased supplies of coal-tar roofing pitch for the West Coast were promised today by Fred C. Foy, Vice President and General Manager of the Tar Products Division of Koppers Company, Inc., which will begin production at its new Fontana, Calif., plant in the fall of 1951.

This new plant, located on a 158-acre site near the large Kaiser Steel Company works, will be the first plant to manufacture coal-tar roofing pitch on the West Coast.

Production of the pitch at the Fontana plant will permit architects and contractors to specify coal-tar built-up roofing in the western states with assurance of an adequate supply of the material. Bitumastic pipeline enamels also will be manufactured at the new plant.

Construction Awards Now Are Highest in History

May's construction contract awards reached by far the highest total of any month in history in the 37 states east of the Rockies.

This almost automatically means a new high for the 48 states, according to Dodge, because the May figure of \$2,572,961,000 was so far above the previous high of last August's \$1,548,876,000.

Because the Dodge construction news staff blankets the 37 states, their totals are closely watched by the construction and allied industries. Because they do not do this intensive field-coverage job in the 11 Western states they announce no totals for the 48 states. In this case, however, Dodge points out that even had the 11 states had no construction awards whatsoever during May, the \$2.5 billion figure would indicate almost certainly a record breaker for the nation, for contract awards.

The May record was so emphatically a new high largely because of \$980,000,000 in three atomic projects. But even without them a new high would have been set at \$44,085,000 over last August, due chiefly to non-residential contracts aiding the defense drive.

Armstrong Cork Purchases Assets Of Washington & Alaska Asbestos Supply Companies

The purchase of the low- and high-temperature insulation business assets of the Asbestos Supply Companies of Seattle, Spokane, Tacoma, Oregon, and Alaska by the Armstrong Cork Company has been announced by H. R. Peck, Vice-President and General Manager of the Armstrong Cork Company Building Materials Division. The Armstrong Cork Company will carry on the business under its name.

The new business will be operated by Armstrong as a district office located in

Seattle with branch offices in Portland, Spokane, Tacoma, and Anchorage, Alaska. A. J. Stream, formerly General Manager of the Asbestos Supply Companies, will continue to manage the business as Armstrong District Manager located in Seattle. A. M. Fisher, formerly Assistant Manager of Armstrong's Building Materials Division New York Office, will now be Assistant Manager at Seattle.

Manufacturers, associations and contractors are urged to send news and photographs of their activities for use in the columns on this page. Promotions, personnel changes, reports on building additions are reported here each month. There is plenty of space for you, so send them along!

R. B. Tyrrell Appointed Sales Rep For Wood Conversion Company

Robert B. Tyrrell has been appointed Industrial Sales Representative for Indiana and Kentucky by the Wood Conversion Company of St. Paul, according to an announcement by M. S. Wolf, General Sales Manager.

Tyrrell, who was formerly associated with Minnesota Mining and Manufacturing Company in St. Paul, will assist industrial accounts in the fabrication field.

Richards Announce App't of J. F. Thigpen, Georgia FHA Dir.

Franklin D. Richards, Commissioner of the Federal Housing Administration, today announced the appointment of John F. Thigpen of Atlanta, Georgia, as State Director for the FHA in Georgia, to fill the position left vacant by the recent death of Robert E. Matheson.

Mr. Thigpen, who assumes his new duties today, served as Assistant Director to Mr. Matheson. Commissioner Richards paid high tribute to the late Mr. Matheson, who was one of the pioneers in the insured mortgage system and respected as an outstanding government official. Mr. Thigpen, a native of Georgia and a long time resident of Atlanta, came to the FHA in 1946 as Assistant State Director and is widely known in banking and real estate circles throughout the State.

The new director was previously Manager of the Atlanta Regional Office of the Home Owners Loan Corporation and prior to that time followed a banking career.

Reynolds Lets Contract For New Corpus Christi Plant

Reynolds Metals Company has awarded the contract for the construction of its \$80,000,000 aluminum reduction plant in

Texas to Henry C. Beck Company, of Dallas, and H. R. Henderson & Company, of Marshall, Texas. The announcement was made by R. S. Reynolds, Jr., President of Reynolds Metal Company. Work is scheduled to begin immediately.

The plant, which is to be located in San Patricio County near Corpus Christi, will have the capacity to produce 150,000,000 pounds of aluminum pig annually. Approximately 600 workers will be employed in the plant.

Spokane Wholesalers Announce Enlargement Plans

Mansur Materials Company, wholesale building supply jobbers of Spokane, announce plans to greatly increase warehouse facilities. This firm has recently acquired one thousand feet of railway trackage centrally located in Spokane on the Spokane International Railway.

In addition to a warehouse and office now at this new location, No. 809 Helena Street, the firm has under erection a reinforced concrete warehouse, size 84 feet by 300 feet. Total warehousing facilities at the new location will amount to over 39,000 square feet of floor space.

In the construction of the new warehouse, the tilt-up system will be used on all wall sections. The entire warehouse will have a reinforced concrete floor at truck and car levels. Adequate loading, unloading and parking space will be provided. Ralph J. Bishop is the architect for the new work.

Mansur Materials Company are presently distributors for the Celotex Corporation, the Certain-teed Products Corporation, Keasbey & Mattison Company, Pittsburgh Steel Corporation and other nationally known lines. Trade area served by that firm includes eastern Washington, northern Idaho and western Montana.

Bird & Son Honors "Quarter Century Club" Members

More than 400 members of the Bird & Son Quarter Century Club and guests gathered in the ballroom of the Copley Plaza Hotel, Boston for their 1951 banquet. The club was formed a year ago by Bird & Son, old New England concern, manufacturers of Building Materials, Flooring and Paper Products. Guests from the company's East Walpole, Norwood and Phillipsdale, R. I., plants included 25 who retired last year.

Honored at the head table were 7 men and one woman whose years of association with the firm totaled 464 years; heading these was Elmer H. Bartlett, 84, still an active member of the Board of Directors, whose continuous service dates back 65 years to July 1885; the business itself was established in 1795, one hundred and fifty-six years ago.

A NEW KIND OF FIRE-INSURANCE saved this church



Rose Hill, N. C. Officials

Praise Carey Fire-Chex Shingles!

Excerpts from sworn statements by
Chairman of Mt. Zion Building Com-
mittee and Rose Hill, N. C. Fire Chief—

"Owing to the fire-resistant quality of the (Carey) shingles, the fire was held in check for three hours. I have no hesitancy in saying quite frankly that all of us attribute the saving of our buildings . . . to your very fine shingle."

W.D. Gering

Chm., Bldg. Comm.
Mt. Zion Presb. Church

"It is a pleasure for me to recommend your shingle, from the standpoint of fire-resistance, without any reservation. The evidence in this particular fire speaks for itself."

H.B. Linnell
Rose Hill Volunteer F.D.

CAREY FIRE-CHEX SHINGLES

With interior gutted by fire, this church at Rose Hill, N. C. still stands—a tribute to the amazing fire-resistance of Carey Fire-Chex Shingles!

Despite intense heat and flames which gutted the interior of the Mt. Zion Presbyterian Church at Rose Hill, N. C., the Carey Fire-Chex roof remained virtually intact! Even when a section of the roof collapsed after supporting members burned through, Carey Fire-Chex shingles prevented spread of fire to adjacent roof areas and certain destruction of the entire building!

Carey Fire-Chex, made of a new, patented asbestos-plastic, are the first and only shingles ever to win Underwriters' Laboratories, Inc. highest fire-protective rating—CLASS A*. And, in addition to unequalled fire safety, Fire-Chex also offer longer life, greater beauty. Made extra-thick (weight 325# per sq.) for extra wind and weather protection, Fire-Chex feature new shadow-blend beauty—create roof designs copyrighted as works of art.

If you are looking for new sales and profit action, order a stock of Carey Fire-Chex shingles today. No other shingle can compare for fire-safety, original beauty and enduring weather protection. Ask your Carey representative for all the facts.

*Without asbestos underlayment

FROM THE HOUSE OF CAREY
Bathroom Cabinets and Acces-
sories • Ventilating Fans •
Corama Asbestos Siding •
Corrugated Asbestos Cement
Siding • Fire-Guard Rock Wool
Insulation • Fire-Chex As-
bestos-Plastic Shingles • Other
famous products for home,
farm and industry.

Carey

The Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio



Books

Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.50.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Work. by William Nuebecker. 360 Pages, 430 illustrations, \$3.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, copper-smith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages. \$22.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-Kinney. \$5.50. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Roofing Facts Worth Knowing. by G. W. Owen. \$1.00. An illustrated booklet of interest to roofers and their customers. Contains many valuable items of information including history and importance of roofing, built-up roofing, flashing information, factors affecting the choice of a roof, roof maintenance and many others. This booklet can be used as a selling aid for your salesmen.

My Hardest Sale is an account of twenty difficult sales that were closed through clever, unusual stunts. Every salesman selling roofing, siding and allied products can get hundreds of dollars worth of ideas out of this brochure. It costs only \$2.00 each, or \$1.50 for 10 or more. Put this live, practical 22-page book into the hands of everyone of your men.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

Create new institute To support BRAB

The Building Research Advisory Board has secured authorization from its parent organization, the National Academy of Sciences-National Research Council, for the creation of a complementary and supporting organization called the Building Research Institute. The Institute will provide membership representation from the building industry. Acting also as a liaison agency, it will answer the need of the thirty-member Building Research Advisory Board for greater contact with all those interested in building research.

Since its inception in 1949, the Building Research Advisory Board has fulfilled the need for an impartial, non-Governmental organization which acts as a center of information and a stimulus of building industry research. Now, through the origination of the Institute, it has become possible for members of the industry to cooperate closely with BRAB in improving building research without impairing the independent status of the Building Research Advisory Board.

The Building Research Institute was created not only to strengthen BRAB financially but to provide, through membership, a common meeting ground for research men from all parts of the building industry. Through the Institute, they will get together to discuss mutual research problems and express their opinions for the benefit of individual members and the building industry as a whole.

The Institute is planning an accelerated publications service, bringing to its members the latest available information on research in the building field. Forums are planned for the benefit of individual members and the building industry as a whole.

Membership in the Institute is available under the five following classifications: A. Manufacturers; B. Contractors; C. Associations; D. Participating memberships; E. Professional memberships. A sliding scale of dues makes it possible for a building industry organization to have representation at the meetings of the Institute commensurate with its activities and interest in building research.

Your Business will have a better chance to flourish

promises this great
new business guide
by J. K. Lasser

1001 profit-
building ideas
on:
TAXES
RETAILING
PRICING
FINANCING
MAIL ORDER
CREDITS
etc., etc.

Now, J. K. Lasser has written a new guidebook especially for proprietors and operators of small stores, factories, and service companies that shows how to buy, sell, manufacture, operate, control . . . handle all parts of your business better. In it, you will find an amazing list of dos and don'ts—ideas, methods, pointers, to help the small businessman not only stay in business, but also, more important, make a satisfactory profit. In the form of check lists and brief, fact-filled statements, the book covers everything from how to get good records and check a customer's credit . . . to how to train new salespeople, and lay out a plant. Presents every opportunity for building business—plus every loophole for escaping profits.

Just Published!

HOW TO RUN A SMALL BUSINESS

By J. K. Lasser, C. P. A.

Adjunct Professor of Taxation, Chairman,
Institute on Federal Taxation,
New York University

350 pages, 6 x 9, \$3.95

THIS book is a valuable, realistic guide to sound, profitable, enduring business management. In Lasser's well-known, crisp, direct style, you are shown not only what to do, but also what not to do. The book points out guiding fundamentals of good practice, and just as positively indicates how to avoid making the mistakes others have made. Covers marketing, planning, financing, accounting, operation, and control—providing tested techniques from businesses, large and small.

In this book J. K. Lasser covers all the avenues and by ways you can follow for examination of your business in all of its parts. Whether your whole merchandising program needs strengthening or you need a better grade of help—whether you are trying to buy a whole business or just want to build up a good mailing list—whether you could benefit from more informative accounting and records or from better lighting in your plant—the guiding facts you need are here, from the experience of a man who has consulted intimately with hundreds of businesses, both healthy and ailing.

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For the retail or wholesale business, the small plant, the service company, this is an unusual book—an automatic "memory" for the planner, a stimulator for every manager, and most of all a guide for every reader who wants to put his business firmly on the road to steady progress and reasonable profits.

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provide scores of
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- How to Build for Profits
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- How Good Tax Management Can Increase Your Net Profits
- How to Finance Your Business
- How to Plan the Best Insurance Program for Your Business, Etc.

Send Order and Check to:
AMERICAN ROOFER & SIDING
CONTRACTOR

425 Fourth Avenue
New York 16, N. Y.

"DO'S" and "DON'TS"

(Continued from Page 14)

them. And call-backs cost me time and time costs me money.

7. *DON'T be satisfied with the leads I have.* The minute I think I have enough leads "to last me all month," that's just the time they'll all fade away. I can't get too many leads. And I can't stop trying to get more.

8. *DON'T fail to be at my first door at 6:30 P.M.* Many people are through dinner by then. Few have gone out by then. If I get a demonstration started by 6:30 my chances are fine for getting another one in before the evening's over.

9. *DON'T stop working until 10:00 P.M.—or until my prospect's lights are out.* The extra demonstration I can get in night after night means the difference tome between a fair income and a fine one. Keep plugging.

10. *DON'T blame the business—blame myself.* If sales fall off, I should look at myself to see what's wrong, not anywhere else for excuses. I know that, no matter how bad business conditions seem to get, still somewhere in town the good salesmen are still selling. I know that one of the fine things in being a salesman is that a good salesman is depression-proof. When my little "depressions" come along, I should take a long look at myself to discover the cause. There's seldom anywhere else to look.

Well, this is Bill Edwards speaking again. Now we know the ten "Do's" and the ten "Don'ts" of this star salesman.

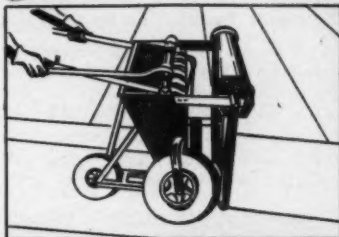
They can be summed up in just one sentence: *Work hard with a plan.* There is no substitute for hard work. But hard work can be so much more productive when it is aimed wisely and aimed right.

We have heard it said that some salesmen are born lucky. Maybe so. But the chances are they stirred up that "luck" themselves through hard, intelligent work. And that's good. That means that just about all of us can get in the \$15,000 a year class, if we really want to.

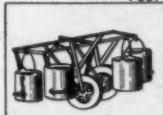
**Next Month:
"Words Can Cost
You Sales—"**

DON'T WAIT UNTIL YOU'RE DRAINED DRY TO START CUTTING COSTS—

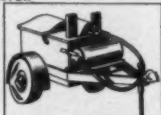
Start NOW with **MATT** EQUIPMENT



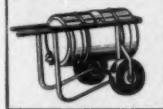
FELT LAYER



"HOT STUFF" CARRIER



MATT MASTER KETTLE



"HOT STUFF" BUGGY



"HOT STUFF" PUMPS

The roofer that waits to cut costs will probably be singing the blues one of these days. Whereas he could be making savings by modernizing right now. A Matt Felt Layer isn't for the big fellows alone — it's for any contractor who does flat roofing from a 100 square job up. One roofer told us the machine paid for itself on his first 4000 square job and besides he saved \$150.00 on yarn. You'll be amazed at its efficiency . . . and it lays felt on a windy day which is utterly impossible by the hand method.

Matt Hot Stuff Carriers and Buggies — as well as Hot Stuff Pumps are the last word also — say nothing of the Matt Kettle! Every piece of equipment in the Matt line is designed to help you come out with a profit. Let us show you. Order a Felt Layer today — and follow through with the other equipment out of the savings you'll make.

Circulars and Prices on Request

MATT COIL-LESS BURNER CO.
4015 W. Lake Street Chicago 24, Ill.

Retractable Hook Point ROOFERS' KNIVES

The only knife on the market with a retractable hook point. Carry it safely in your pocket. Interchangeable, reversible blades save money. Stores extra blades in the handle.

★ ★ ★

AXES

Heavy drop forged axe with eye almost double ordinary axe. Handle lasts much longer.

★ ★ ★

6' ALUMINUM MOP HANDLE

Unbreakable. Will not burn. Light weight. Outlasts wood many times.

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ROOF SCRAPERS

"Fitrte" — Double edge reversible blades. 3½—6—7-in. sizes.

"Rival" — Single edge removable blades. 3½—7—14-in. sizes.

★ ★ ★

PORTABLE ELECTRIC SAW GUN
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2 PIPES ½" IPS
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3 PIPES ¾" IPS
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Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
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MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

**600 Pounds
hoisted 200 feet
in 1 Minute**



**KING
Model 340**

\$340.
F.O.B.
Chicago

Speed the job, spare the man. Roofing gravel, hot stuff, roll roofing—all go up faster, easier on roofing jobs with a King Model 340. One-man operated. Returns its cost on a single job. For a complete range of models and sizes for your particular needs write for free literature today!

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PORTABLE HOISTS

KING MFG. CORP.
3153 W. Chicago Ave.
Chicago, Ill.

Kinks and Short Cuts

Support for Long Gutter Lengths Permits Installation by One Man

This adjustable support holds one end of a new length of gutter while you fasten the hanger at the opposite end. It's just the thing for bungalow and ranch-type homes where the gutters are at a uniform height. Use 1 x 4s for the upright and the angle bracket at the



top end. Nail a crosspiece to the lower end of the upright and brace it as shown. If you require height adjustment, drill a row of equally spaced holes near the top end of the upright as well as in the angle-brace members, joining these parts with bolts and wing nuts. In use, the horizontal brace rests against the house.
Arthur W. Nelson
Kansas City, Mo.

—Popular Mechanics

Money-Saving Practices In Home Building

Money saving practices in home building recommended by the Small Homes Council of the University of Illinois include: (1) precutting lumber to size by power tools; (2) using roof trusses; (3) preassembling, on the ground, wall panels and gables ends; and (4) using closet and storage walls for interior partitions.

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For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

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Standard for Fifty Years

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Write us for Roofers Wholesale Prices

Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

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Formerly DOUBLE GRIP BRASS CLIP CO.
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Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do it NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.



Check Item and
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July, 1951

American Roofer & Siding Contractor
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- ☐ Cold Process Roofing
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- ☐ Felt Laying Machines
- ☐ Flashing Fabric
- ☐ Gutter Screens
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- ☐ Hot Stuff
- ☐ Insulation, Batt and Blown
- ☐ Insulation, Sprayed
- ☐ Kettles and Pumps
- ☐ Knives, Roofing
- ☐ Louvers
- ☐ Membrane Fabric
- ☐ Mops and Yarns
- ☐ Nails
- ☐ Plastic Waterproofing
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- ☐ Roofing, Metal
- ☐ Scaffolding
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SPEEDY—STURDY
The ONLY COMBINATION
OFFSET LADDER BRACKET
SCAFFOLD BRACKET



Contractors: cut set-up and change-over costs as well as time on the job. This multiple purpose ladder bracket slips on any standard ladder in seconds. **Safel Rail** supported, safety grip. **Versatile!** The only combination offset ladder bracket — scaffold bracket; unexcelled for either use. All in one compact unit. **Tested!** Widely used by efficiency-minded contractors. Handy for the homeowner. Write for specifications. Some top dealer territory open.

STEADFAST
EQUIPMENT CO.

874 Franklin Ave., Thornwood, N. Y.

**CONNERY'S
ROOFING
KETTLES**



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

**CONNERY
CONSTRUCTION CO.**

2nd & Luzerne Sts.
PHILADELPHIA 40, PA.

Tough insulation jobs

(Continued from Page 12)

cremation of a corpse began below. The workman on top soon realized what was going on and the thought struck him so forcibly that he practically fainted and had to be lowered from the roof—from then on to be the subject of intense kidding by the other workmen.

Started in '32

Frank Sheble started his company in 1932 after a successful career with Keasby & Mattison of Ambler, Pa. He saw that there was a need for a company which would do fine roofing work and also install insulation, which was then a rather new and unknown product. He incorporated the company in 1938 and since '32 has had to move three times because of the growth of the company.

The concern is now located in a former public garage, which makes a fine building, providing storage space for trucks and material, plus adequate office space. It is on busy Lincoln Drive where its front can furnish valuable advertising space.

Four Salesmen

Sheble acts as his own sales manager over his sales force of four men. These men are on a straight commission arrangement because Sheble thinks that they do their best work that way. He gives each man a paid-up life insurance policy after he has been with the company a year. The man pays nothing for this and it is worth \$3,000 the first year and increases to \$5,000 as the man stays with the company.

In addition to this each man gets a yearly bonus. This is based on the company's profits and every employee gets the bonus. Since 1932 Sheble has not failed to hand out this extra cash. He has also given some of his older employees stock in the company.

A major source of business for the company has been their satisfied customers. Each salesman keeps a card index of his customers and then contacts them twice a year for leads, giving them \$5.00 each for jobs sold regardless of the price of the job.

Speaking of this method of getting prospects, Mr. Sheble says, "We

not only get leads this way but we also use this plan to help us close sales. We tell our prospects that we are counting on them for additional business because we have learned from experience they that will be so happy with their job that they will brag about it to their friends. We tell them also that, because we will count on them for leads, they can be sure that we'll do the best job possible so that they will be a satisfied customer. That makes a strong sales point with them. When we are talking to people who would not be interested in an extra five dollars—and we do work for a lot of people like that—we tell them that they can ear-mark it for their favorite charity or church and that appeals to them."

Keeps Cost Records

Sheble keeps careful cost records on each job. Before the crews go out on either insulation or roofing they are given work cards with the list of materials needed on the job and an estimate of the quantity. Time spent and materials used are recorded on this card and then at the end of the job the cost analysis is made.

As the company does many large jobs, they bill them weekly in many cases because the money is often held by a bank on new construction work and the bank will pay when the builder puts through a voucher.

Do Varied Work

Sheble has found that community newspapers are his best advertising bet. There is one in the Germantown section and another in Chestnut Hill. These papers have low rates but they are read by his best prospects who live where he operates — something that would not be true if he used the major Philadelphia newspapers. He is also quite satisfied with the advertising he does in the school year books. That doesn't bring him many inquiries but he has found that year book advertising has helped greatly in making his community know the company better. He also uses direct mail advertising.

The company's roofing activity is led by their work in built-up asphalt felt roofs but they also do tile, slate,

slag, asbestos and metal work. This side of their business is divided as follows:

Asphalt60%
Slate 20%
Slag, Asbestos,	
Metal 20%

The majority of the company's business comes from insulation and speaking of the insulation business, Franklin Sheble says this: "The insulation business is still in its infancy. Air conditioning will increase and, as it does, the demand for insulation will also."

Nailing It Down

(Continued from Page 7)

no matter what the salesman said. But . . . if the salesman represented the Hoover Co., who has been advertising for years, and he gave a convincing argument, you'd let your wife sign the order much more quickly, wouldn't you?

"Yet, you know nothing about the Hoover Co., you've never studied their product. Subconsciously you've been pre-sold by their advertising."

* * *

Roofing and siding contractors should write more letters. We don't get enough letters from contractors commenting on our magazine, good or bad, with suggestions as to how we can be of help to you.

Yet we publish AMERICAN ROOFER & SIDING CONTRACTOR for only one reason . . . to help YOU do your job better, make more money, operate more efficiently. Contractors must frequently think "Why don't they run some articles on so-and-so?" Or, "That was a helpful article; I'd like to see more like it." But you don't tell us frequently enough!

You can help us to help you by dropping us a line when you have a comment or suggestion . . . tell us what you like in AMERICAN ROOFER, or what you don't like, or what we should publish more of, etc. Why not sit down once in a while and get a load off your chest?

And, incidentally, subscribers occasionally get questionnaires from us. Usually on a post card, asking a few questions that are easy to answer in a few seconds. Answering these inquiries will help us give you the better magazine we know you want.

Cut Labor Costs on Every Job

BY USING SAFE, STURDY "TROUBLE SAVER" EQUIPMENT

You'll save time and money. Men can do more and better work in less time with "TROUBLE SAVER" roofing and side-wall accessories.



LADDER JACKS

New, rail-type jack (left) is extra safe. Side rails of ladder are used for support. Strong, convenient ONE-MAN ladder jacks (right) adjust to any pitch on either side of the ladder.



SCAFFOLD BRACKETS

Installation of safe working platform (left) for side-wall work is simplified. Light, easy to handle. Made of rail steel.



ADJUSTABLE STEEL TRETTLES

The safe, sure way to handle overhead work. Trestles (right) adjust for both length and height.



LADDER HOOKS

Pivot allows ladder to be placed along the valley. Plate protects the roof. Weight: only 6 lbs.

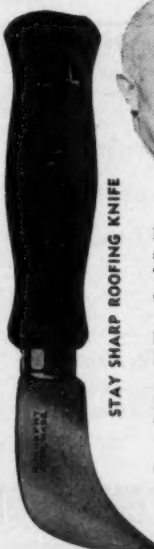
SHINGLERS

Can be removed without raising shingle. "Trouble Saver" Shinglers are made in "regular" and "wide". Two nails hold them.

Write for Catalog M

THE STEEL SCAFFOLDING CO., Inc.

DEPT. AR • 856 HUMBOLDT ST. • BROOKLYN 22, N.Y. • Telephone EVergreen 3-5510



STAY SHARP ROOFING KNIFE



**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the steadiest, cleanest, easiest cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S
SONS COMPANY
AYER,
MASSACHUSETTS**

R. MURPHY *Knives*



SPRAYED

INSULATION

SprayKote



SprayKote has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.



Condensation is effectively controlled by SprayKote, opening a tremendous industrial and home market.



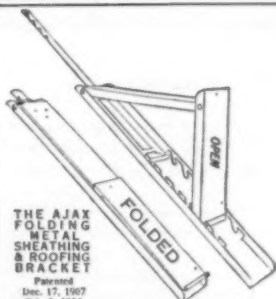
SprayKote is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.



Since it can be applied on ANY surface, EVERY building is a prospect for SprayKote. Large volume, big profits, thousands of prospects. . . . Write today!

**WRITE
for
DETAILS**

SPRAYED INSULATION, INC.
56-58 CRITTENDEN ST. NEWARK 4, N. J.



AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

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MOP YARN

Cable cord — linen — rayon cord — duck soft
boomer — hard slasher — soft slasher
(cut lengths)

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Paralastic
CAULKING COMPOUND
Brilliant White Gray Green Buff Natural
Red Black and ALUMINUM
SOLD BY LEADING JOBBERS
Paralastic Products Co. Inc.
122 EAST 42nd STREET, NEW YORK, N. Y.

Classified Ads on Page 34

Proper hotstuff Temperature

(Continued from Page 11)

such fires which is not complimentary, to which I can attest.

These are the prices we pay for overheated materials but again we pay when the material is not heated enough.

While our men may not receive any actual physical harm from underheated pitch, or asphalt, it slows their progress and uses an unnecessary quantity of material, thereby, once again, adding cost.

If we ask the mechanic to apply "cool" stuff, he will soon tire from the heavy pull of the mop and the added dipping into his bucket, and show less progress than expected. The material will go on in too heavy a coating and a greater quantity will be consumed. These additional costs are obvious.

Temperature Control

Again, from the standpoint of good relationship with our men and dollar cost to ourselves, the proper control of temperature is imperative. This control, I believe, can be achieved by starting with the right equipment.

Since the advent of the oil burner, melting of pitch and asphalt has been speeded and kettles have been improved, adding still more speed. We, as contractors, taking advantage of the faster melting equipment, send fewer or smaller kettles to our jobs, because we can still place hot stuff at the area of application in sufficient quantity. However, the kettle man or operator will be forcing the equipment to keep the "hot" coming. Nothing hurts the dignity of a good kettle man more than to run out of hot pitch or asphalt. To guard against this and to keep pace with the consumption, his best trick will be to run with the burners wide open at all times, keep the materials mad hot so that when new lumps are added, they will melt quickly. These lumps are broken to unusually small pieces to also facilitate melting. Our present day kettles usually equipped with inside tubes to conduct the flame of the burners three times through the inside of the kettle, add a tremendous



E. K. Hollister speaks on the need for proper temperature controls at the Built-Up Roofing Forum held this Spring, Hotel Commodore, N. Y.

amount of heating or melting surface to the cubic contents of the kettle. As there usually are no agitators supplied as standard equipment, we find the pitch or asphalt when taken from the draw-off cock adjacent to these tubes well beyond the prescribed temperature. ing capacity in the form of bigger kettles or more of them on the job.

running the burners at about three-quarters speed and extracting the burners from the kettles or shutting them off when the desired temperature has been reached. Some trouble may be encountered by the materials cooling to fast before they are mopped into place, but generally, this can be overcome by the proper placing of the kettles in relation to where the work is being performed and the coordination of the drawing off of the hot, its transportation to the applicator and its use. Insulated buckets are also made to aid the retention of heat in hardship cases.

To sum it all up, Temperature Controls of Hot Stuff will give added quality to your product, will further good relationship between labor and management and cut the cost of operations, thereby making us better competitors and bringing us more profits.

Coming Next Month:

"MECHANIZATION IN BUILT-UP ROOFING"

TARZAN

Patented. No. 2299480



HELPS YOU MEET COMPETITION

Tarzan, the finest roofer's mop, costs you less than "rolling your own" . . . you can now have the best and actually save time, effort and money!

Tarzan Is Designed for Faster, More Profitable Roofing

You can order a limited supply of Tarzan permanent handles, and slip on a new head in a few seconds right on the job. You're never without a good mop and you save time and labor costs.

Tarzan mops are made to your specifications. WRITE TODAY for prices, samples and illustrated folder.

Founded in 1900
**American Associated
Companies**
P. O. Box 4056
Atlanta 2, Ga.

Aerol Heet-Master Kettles RUGGED - EFFICIENT - ECONOMICAL



- HIGHEST MELT RATE
- LOWEST FUEL COST

- SPEEDIER — MORE
UNIFORM HEAT —
QUALITY INSULATION

The Aerol Heet-Masters are a "kettleman's delight"—perfected heat circulation permits hot melt draw-off within record time—insulated kettle coolest to work around—far more production on far less fuel—long-lived efficient burner—immersion tube unit easily removed for cleaning—burner well can be locked for protection. HEET-MASTERS are built for TOUGH USAGE.

Kettles available on Skids—Steel Wheels—Hard Rubber Tires—and Pneumatic Tired modern automotive disc type wheels. CAPACITIES: 30 — 53 — 80 — 115 — 175 and 230 gals.

Aerol Quality Roofing Tools and Accessories include ROOF PUMPS—HOIST WHEELS—BURNERS AND TORCHES—POWER HOISTS—ROOFING BEAMS—MOPS AND PARTS—CORK DIP PANS—SCRAPERS—MOP CARTS—BLOWTORCHES—BUCKETS AND POTS—GRAVEL HOPPERS—LADDER AND ROOF BRACKETS—and many other tools.

WRITE FOR AEROIL CATALOGUE 418-A

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LOS ANGELES SEATTLE PITTSBURGH
JACKSONVILLE DEDHAM, MASS.

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For every caulking job

Calbar does it

better!

non-hardening—
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adheres to any surface

Write for the name of
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 STEAM-BAKED. Meets Federal Specs.
 -HMC 561 B
 SAVINGS with finest QUALITY, equal to best board made.
 Heavy cartons protect against breakage in transit.
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is the labor saving short cut to weather-tight corrugated roofing and siding. Fibco Corrugated Calking Strips are preformed of compositions of rubber or asphalt to fit all standard sheet metal corrugations. Easily and quickly installed as sheets are laid. Placed between aluminum sheets and steel members, they insulate against galvanic corrosion. For full information and diagrams of typical corrugated construction assemblies, write for Bulletin 501—TODAY!

FABRICATED PRODUCTS CO.
 West Newton, Pa.

**The
 DOUBLE
 Life of HYDE
 ROOFING KNIVES**

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
 SOUTHBRIDGE, MASS., U. S. A.



The recently completed home of Mr. and Mrs. C. J. Woodward of Canfield, Ohio, has a terne metal roof, color blending of the roof with sidewalls of the house, and is an "all electric house," complete with every convenience.

Color blending

(Continued from Page 17)

type building is concerned. The low pitch of the roof and the relatively slow carry-off of water, makes an unbroken roof surface, essential in most every

part of the country. Seamless terne metal roofing provides such a surface with an almost total elimination of cross seams, while at the same time complete freedom of color design is provided, either at time of installation or throughout the life of building.

WHAT'S NEW

(Continued from Page 21)

it to the other side of the building, nor does he lose any material.

The "7" refers to the 7-inch exposure of the panel. Like all Inselwood designs, Cedar,

Shake or new Thatch, the panels are approximately 14" x 43"; by scoring the "Thatch" panel horizontally through the center, a 7-inch effect is obtained.

KEEP YOURSELF POSTED!

AMERICAN ROOFER & SIDING CONTRACTOR contains all news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Like thousands of other contractors reading this magazine, you, too, can benefit greatly from it for the small subscription price of \$3.00 per year. Use the coupon today!

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"Green River" Laws

(Continued from Page 9)

upon themselves to pass such ordinances.

It is up to roofing and siding contractors to be on the alert for proposals of such legislation in their local communities. Some active participation in town and village councils explaining to the members of law making bodies the fine policing work done by the roofing and siding industries generally, should help forestall the passage of many such ordinances right at the start. The contractor should not rest with being simply alert, however. Where the national Better Business Bureau has an office operating, he should maintain liaison with it. He should be active in his Chamber of Commerce in promoting the idea that the householder appreciates the value of the honest door-to-door canvasser, in making him aware of his modernization and repair needs and offering him honest work at an honest price. Where members can work in cooperation with their associations, AMERICAN ROOFER AND SIDING CONTRACTOR suggests that they immediately alert their organizations as to the dangerous possibilities resulting from the Supreme Court decision.

Self-Policing Best

The "Times" pointed out that one of the most active industries in door-to-door work has done "wonders" during the past three years in policing itself. According to the "Times," under a plan set up early in 1949 by the National Association of Magazine Publishers in cooperation with the Better Business Bureau and the National Association of Direct Selling Companies, magazine salesmen when they "hit a town" register at the local Better Business Bureau or Chamber of Commerce.

"Since that time, 12,000 reports have been received on teams of salesmen. In 95% of the cases there were no complaints, while in the others one per cent out of a team comprising 15 or 16 persons was involved." Fifty magazine publishers and 52 magazine selling agencies are members of the Association. The "Times" goes on to say in regard to an area closer to home

(Continued on Page 34)

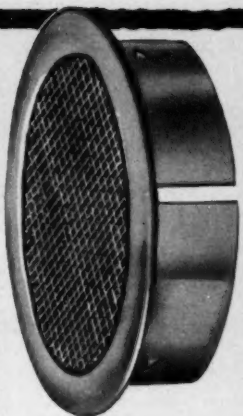
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to ventilate sidewalls and prevent condensation and moisture blistering. For use on flat roofs, eaves and soffits, unexcavated areas, gables, storm sashes, etc. AND the new "LD" series "Midget" Louvers are especially designed for interior installations such as finished basement walls, closets, cupboards, etc. —and on the exterior in places where structural characteristics shield the louver from the elements.

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"Buy from Frey"

TOOLS FOR THE ROOFER

Frank P. Frey & Co.

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Yours for the Asking

See Page 27

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Classified Ads on Page 34

INDEX ADVERTISERS

Aeroil Products Co.	31
Ajax Building Bracket Co.	30
All States Roofers Supplies	33
American Associated Co.'s	31
Armstrong Cork Co.	5
Barrett Division, Allied Chemicals	
Dye Corp.	2
Beacon Sales Co., The	21
Bugher Manufacturing Co.	26
Calbar Paint & Varnish Co.	31
Carey Mfg. Co., Philip, The	23
Cartier & Sons Co., The M. N.	26
Celotex Corp., The	18-19
Chase Bag Co.	4
Cold Process Roofing Products	33
Connery Construction Co.	28
Emco Cement Products, Inc.	Back Cover
Fabrey Products Co.	32
Frey & Co., Frank P.	33
Globe Roofing Products Co., Inc.	35
Globe Siding Products Co., Inc.	3
Hiits, E. L. & Co.	33
How To Run a Small Business	24
Hyde Mfg. Co.	32
Johnson Products Co.	26
Johns-Manville	8
King Mfg. Co.	26
Lewis Asphalt Engineering Co.	15
Lewov, David	25
Matt Coil-Less Burner Co.	25
Metropolitan Roofing Supplies Co., Inc.	26
Midget Louver Co.	33
Munflet Cork Corp.	6
Murphy's Sons Co., Robert	29
Paralastic Products Co.	32
Rector Mineral Trading Corp.	32
Roofing, Siding & Building Specialties Manual	4
Sprayed Insulation, Inc.	30
Steadfast Equipment Co.	28
Steel Scaffolding Co., Inc., The	29
Tops Products Co.	30
Water Cooling Corp.	21

Extra Nail Not Needed for Sheathing

Three nails are not much better than two for diagonally sheathed wood panels acting as shear walls, tests made recently by the Oregon Forest Products Laboratory reveal.

Quarter-scale panels made of Douglas fir kiln-dried to about 8 percent moisture content were used in the test. The models were 2 ft. high, representing what would be an 8-ft. high wall. Studs, end posts, top and bottom plates, and sheathing were surfaced on all four sides. The sheathing measured 3/16 x 3/8-in. to stimulate standard 1 x 6-in. sheathing. Nails used were also on a reduced scale. Sheathing was nailed to the studs and boundary members by 5/8-in. long, 18-gage, flat-top, steel-wire nails. Top and bottom plates were nailed to the studs by 3/8-in. long, flat-top nails of similar gage.

The load was applied by a hydraulic jack at the upper corner of the panel.

"Green River"

(Continued from Page 33)

modernization interests:

"In the household appliances field, surveys have shown that house-to-house calls and demonstrations have increased the demand for such products by acquainting home owners with appliances."

Harry White, Executive Secretary, Sales Executive Corporation of New York, Inc., said in many cases this has resulted in increased sales for local retailers. The "Times" goes on to say that "Experience shows that housewives, especially in the lower income brackets, do not consider door-to-door selling an annoyance."

Perhaps it would be the better part of wisdom for roofing and siding contractors through their associations to organize a similar plan of registration of door-to-door canvassers with the local Better Business Bureaus, thus impressing the public with the value of the services offered by the salesmen.

The editors of AMERICAN ROOFER AND SIDING CONTRACTOR would like to have opinions of contractors and salesmen readers as to how best to combat this serious menace to getting new business through "cold" canvassing.

HOLC Goes Out Of Existence

The Home Owners' Loan Corporation which at one time held more delinquent mortgages than any organization in existence, has now wound up its business with a profit. Its doors were closed on May 29, 1951, after 18 years of operation, during which it turned almost \$3,500,000,000 of delinquent mortgage debt into a \$14,000,000 profit for the U. S. Treasury and saved the homes of more than 800,000 families.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

HELP WANTED

MANAGER TO TAKE full charge of built-up roofing dept. Best proposition to man that is not afraid to work, including percentage of net. We have been in business over 20 years, only one other bonded roofer within 60 miles. Write for appointment or apply in person to Sandusky Roofing Co., Sandusky, Ohio.

SALES MANAGERS WANTED: We have openings for ambitious and experienced salesmen in the simulated stone field. . . men capable of training sales crews and handling complete sales organizations for established Bondstone dealers. Excellent salaries and commissions plus partnerships. Emco Cement Products, Inc., Shamokin, Pa.

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MANAGEMENT OF ROOFING contracting business featuring commercial and industrial work, any volume, desired by party thoroughly capable and trustworthy. Replies will be held strictly confidential. Write Box No. 251, American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE

ROOFING AND CONSTRUCTION COMPANY For Sale. Established over 30 years in the Northern Ohio district. Due to an unusual amount of illness, there is a lack of the necessary operating capital. This fact holds us down to being able to do only about 20% of the work we could be doing. It has great possibilities and we have already had three \$1,000 profit days in roofing alone since January, 1951. Present management would work with you in construction and sales department, if desired. Box No. 249, American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y.

ROOFING BUSINESS INCLUDING five room residence, warehouse and property on highway U. S. 31 for sale. Property consists of 635 ft. on highway by 500 ft. deep. Well located, serving two towns. Business has shown a consistent profit and is wide open to a sheet metal business. Grounds are beautiful, consisting of numerous shrubs, 500 white pine trees, walnut trees, apple orchard and one acre of berries. Owner retiring; favorable terms. Price, \$20,000; \$8,000 down. Write, phone or wire P. J. Erlebach, Saugatuck, Michigan. Sole owner. No Brokers please.

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Here's a line that will enable you to BUILD and KEEP the happiest sales crew you've ever had. Your salesman can sell BONDSTONE along with other siding and completely eliminate competition and price cutting. Your BONDSTONE mark-up means bigger volume at much higher profits. Now you can enter the siding business with no competition!

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